

**AMMA 2026 NOMINEES**

<b>Best Creative Media Use</b>	<b>Nominees</b>
Billit - OOH Schredder	blowUP media
Proximus - Smarter online	EssenceMediacom / SILK
Quick - Bye Bye Tapas, Hello Giant	JCDecaux
Samsung - Big.Bold.Unforgettable.	Space
The Coca-Cola Company - Share a Coke	EssenceMediacom

<b>Best Media Strategy</b>	<b>Nominees</b>
UPSA - The Morning After Strategy	Semetis
The Coca-Cola Company - Share a Coke	EssenceMediacom
FostPlus - Plastic Chicken Effect	Space
Engie - The Power of When	Space
Albert Heijn - Swappen	EssenceMediacom

<b>Best long-term Media Strategy</b>	<b>Nominees</b>
Belorta - National Fame	PHD Media
Mobile Vikings - Play It Smart	EssenceMediacom
Engie - Smart App	Space
Base- Génération Débrouille	Wavemaker
Play Sports - This is where it happens	Wavemaker

<b>Best Use of Performance Marketing</b>	<b>Nominees</b>
Proximus - Mastering Complexity	Essence Mediacom SILK
Nespresso - The perfect Blend	Mindshare
ING - Black Friday	Initiative
BMW - Tournée électrique	Mediaplus
Doccle - Early Birds	AdSomeNoise

<b>Best Use of Data</b>	<b>Nominees</b>
Bolt- Predictive Lead Scoring	Semetis
Delhaize - Datatryptich	WPP Media
ING Start like a Lion	AdSome Noise
Nationale Loterij - Decentralized Data Clean Room	Initiative
Schmidt - Costumer Data as local Growth Engine	Big Return

<b>Best Use of Native &amp; Content</b>	<b>Nominees</b>
Hey - L'Union, notre religion	Digizik by Havas Play & Havas Media
1712- From Fiction to Intervention	Publicis Groupe & DPG Media
Bref. Le contenu devient média	RMB
Hey - Most incredible Answers	BBDO
Port of Antwerp Bruges - Riftmaster	PHD Media

<b>Innovation &amp; Development of the Year</b>	<b>Nominees</b>
La publicité à l'ère de l'accessibilité	RMB
Ad Manager+ : powering local advertising with AI innovation	DPG Media
TrustIQ : Van briefing naar boeking	Mediafin
Society Dynamics, the pulse of Belgium	WPP Media
CMO Voices	Mediafin

<b>Media Research of the Year</b>	<b>Nominees</b>
CIM OOH : Malls & Retail scoop first-party Data	JCDecaux & CIM
The Age of Proof : Measuring Real Store Impact from Digital Media	DPG Media
De impact van reclame op de Belgische economie	Raad voor Reclame
Belgium at Heart	Rossel Advertising
Importance of local Media Expertise	Mediafin

<b>Media Sustainable Development Award</b>	<b>Nominees</b>
Advertising that matters	RMB
Belgium at Heart	Rossel Advertising
AVEVE- Green Playground	Ads & Data
Orange - Smartphone Pass	Ogilvy Social.Lab
Influencer Certificate	Influencer Marketing Alliance & Raad voor Reclame

<b>Best Use of 1 Medium ; OOH</b>	<b>Nominees</b>
Base : Pong	Wavemaker
Bic - Bic Kids	OMD
Fanta - Coupons Billboard	EssenceMediacom
Fanta- WantaFanta	EssenceMediacom
Quick - Bye Bye Tapas, Hello Giant	JCDecaux

<b>Best Use of 1 Medium ; Video / Audio / Publishing</b>	<b>Nominees</b>
Samsung - Summertime Video	Space
Disneyland Paris - Dancing with the Stars (Video)	DPG Media & Publicis Groupe
Lidl - Folderfans (Video)	Het Peleton
Sunweb - Het Regent Zon op Qmusic (Audio)	DPG Media
Mini - Paperwrap (Publishing)	dentsu

<b>Best Use of 1 Medium ; Social / Gaming / Retail Media</b>	<b>Nominees</b>
Hey! Most incredible Answers (Social)	BBDO
Samsung: Live Commerce (Retail Media)	Space